



Image Use Policy

Date reviewed: September 2022

Next review: September 2023

Introduction:

This policy has been adapted from the Kent County Council Image Use Policy, as recommended by Wiltshire County Council.

School/Setting Data Controller: Headteacher

School/Setting Designated Safeguarding Lead (DSL): Headteacher

Governor with lead responsibility: Chair of Governors

Official use of Images/Videos of Children

Scope and aims of the policy

- This policy seeks to ensure that images and videos taken within and by Clarendon Infant School are taken and held legally and the required thought is given to safeguarding all members of the community.
- This policy applies to all staff including the governing body, teachers, support staff, external contractors, visitors, volunteers and other individuals who work for or provide services on behalf of the school (collectively referred to as 'staff' in this policy) as well as children and parents/carers.
- This policy must be read in conjunction with other relevant school policies including, but not limited to: Safeguarding and Child Protection, Anti-bullying, Behaviour, GDPR, Acceptable Use Policies, Confidentiality, Online Safety and relevant curriculum policies including Computing, Personal Social and Health Education (PSHE), Citizenship and Sex and Relationships Education (SRE).
- This policy applies to all images, including still and video content taken by Clarendon Infant School
- All images taken by Clarendon Infant School will be used in a manner respectful of the Data Protection Principles. This means that images will be processed:
 - fairly, lawfully and in a transparent manner
 - for specified, explicit and legitimate purposes
 - in a way that is adequate, relevant limited to what is necessary
 - to ensure it is accurate and up to date
 - for no longer than is necessary
 - in a manner that ensures appropriate security
- The Data Protection Officer (DPO) within the setting supported by the DSL and management team are responsible for ensuring the acceptable, safe use and storage of all camera technology and images within the setting. This includes the management, implementation, monitoring and review of the Image Use Policy.

Parental consent

Written permission from parents or carers will always be obtained before images and/or videos of children are taken, used or published.

- Written parental consent will always be sought to take and use photographs offsite for professional, marketing and training purposes. This may be in addition to parental permission sought for onsite images.
- Written consent from parents will be kept by the setting where children's images are used for publicity purposes, such as brochures or publications, until the image is no longer in use.
- Parental permission will be sought on admission to the school.
- A record of all consent details will be kept securely on file. Should permission be withdrawn by parents/carers at any time, then all relevant images will be removed and disposed of and the record will be updated accordingly.

Safety of images and videos

- All images taken and processed by or on behalf of the school will take place using school provided equipment and devices.
- Staff will receive information regarding the safe and appropriate use of images as part of their data protection and safeguarding training.
- All members of staff, including volunteers, will ensure that all images are available for scrutiny and will be able to justify any images in their possession.
- Images will not be kept for longer than is to be considered necessary. A designated member of staff (DPO or DSL) will ensure that all photographs are permanently wiped from memory cards, computer hard and portable drives or other relevant devices once the images will no longer be of use.
- All electronic images will remain on site, unless prior explicit consent has been given by both DPO and DSL and the parent or carer of any child or young person captured in any photograph.
 - Should permission be given to take any images off site then all relevant details will to be recorded, for example who, what, when and why and data will be kept securely for example with appropriate protection.
- The DPO and/or DSL reserve the right to view any images taken and can withdraw or modify a member of staffs' authorisation to take or make images at any time.
- Only official setting owned equipment and cameras will be used by staff to capture images of children for official purposes. Use of personal equipment and cameras by staff is prohibited.
- Any apps, websites or third-party companies used to share, host or access children's images will be risk assessed prior to use.
- The school will ensure that images always are held in accordance with the General Data Protection Regulations (GDPR) and Data Protection Act, and suitable child protection requirements, if necessary, are in place.
- Photographs will be disposed of should they no longer be required. They will be returned to the parent or carer, deleted and wiped or shredded as appropriate. Copies will not to be taken of any images without relevant authority and consent from the DPO and/or DSL and the parent/carers.

Publication and sharing of images and videos

- Images or videos that include children will be selected carefully for use, for example only using images of children who are suitably dressed.
- Images or videos that include children will not provide material which could be reused.
- Children's full names will not be used on the website or other publication, for example newsletters, social media channels, in association with photographs or videos.
- The school will not include any personal addresses, emails, telephone numbers, fax numbers on video, on the website, in a prospectus or in other printed publications.

Safe Practice when taking images and videos

- Careful consideration is given before involving very young or vulnerable children when taking photos or recordings, who may be unable to question why or how activities are taking place.
- The school will discuss the use of images with children and young people in an age appropriate way.
- A child or young person's right not to be photographed is to be respected. Images will not be taken of any child or young person against their wishes.
- Photography is not permitted in sensitive areas such as changing room, toilets, swimming areas etc

Use of Closed-Circuit Television (CCTV)

- All areas which are covered by CCTV will be well signposted, and notifications are displayed so that individuals are advised before entering such vicinity.
- Recordings will be retained for a limited time only and for no longer than their intended purpose. This will generally be for a maximum of 30 days. All recordings are to be erased before disposal.
- Regular auditing of any stored images will be undertaken by the Data Controller and/or DSL or other member of staff as designated by the management team.
- If cameras record activities taking place on the premises which are of a criminal nature or give any cause for concern, then information will be referred to the appropriate agency.
- CCTV cameras will be appropriately placed within the setting.

Use of webcams

- Parental consent will be obtained before webcams will be used within the setting environment for educational purposes.
- All areas which are covered by webcams for security or safeguarding purposes will be well signposted, and notifications are displayed so that individuals are advised before entering such vicinity.
- Recordings will be retained for a limited time only and for no longer than their intended purpose. This will generally be for a maximum of 30 days. All recordings are to be erased before disposal.

Use of photos and videos of children by others

Use of photos and videos by parents/carers

- Parents/carers are permitted to take photographs or video footage of events for private use only.
- Parents/carers who are using photographic equipment must be mindful of others, including health and safety concerns, when making and taking images.
- The opportunity for parents/carers to take photographs and make videos can be reserved by the school on health and safety grounds.
- Parents/carers are only permitted to take or make recording within designated areas of the school. Photography is not permitted in sensitive areas such as changing room, toilets, swimming areas etc.
- The right to withdraw consent will be maintained and any photography or filming on site will be open to scrutiny at any time.
- Parents may contact the school DPO/DSL to discuss any concerns regarding the use of images.
- Photos and videos taken by the school and shared with parents should not be shared elsewhere, for example posted onto social networking sites. To do so may breach intellectual property rights, data protection legislation and importantly may place members of the community at risk of harm.

Use of photos/videos by children

- The school will discuss and agree age appropriate acceptable use rules with children regarding the appropriate use of cameras, such as places children cannot take the camera, for example unsupervised areas, toilets etc.
- The use of personal devices e.g. mobile phones, tablets, children's own digital cameras, is covered within the Online Safety policy.
- All staff will be made aware of the acceptable use rules regarding children's use of cameras and will ensure that children are appropriately supervised when taking images for official or curriculum use.
- Members of staff will role model positive behaviour to the children by encouraging them to ask permission before they take any photos.
- Photos taken by children for official use will only be taken with parental consent and will be processed in accordance with GDPR and the Data Protection Act.
- Parents/carers will be made aware that children will be taking photos/videos of other children and will be informed how these images will be managed. For example, they will be for internal use by the setting only and will not be shared online or via any website or social media tool.
- Photos taken by children for official use will be carefully controlled by the school and will be checked carefully before sharing online or via digital screens.
- Still and video cameras provided for use by children and the images themselves will not be removed from the setting.

Use of images of children by the media

- Where a press photographer is to be invited to celebrate an event, every effort will be made to ensure that the newspaper's, or other relevant media, requirements can be met.

- A written agreement will be sought between parents and carers and the press which will request that a pre-agreed and accepted amount of personal information (such as first names only) will be published along with images and videos.
- The identity of any press representative will be verified and access will only be permitted where the event is planned, and where press are to be specifically invited to attend. No authorisation will be given to unscheduled visits by the press under any circumstances.
- Every effort will be made to ensure the press abide by any specific guidelines should they be requested. No responsibility or liability however can be claimed for situations beyond reasonable control, and where the setting is to be considered to have acted in good faith.

Use of external photographers

- External photographers who are engaged to record any events will be prepared to work according to the terms of the settings online safety policy.
- Photographers will sign an agreement which ensures compliance with GDPR and the Data Protection Act.
- Images taken by external photographers will only be used for a specific purpose, subject to parental consent.
- Photographers will not have unsupervised access to children and young people

Safeguarding & Child Protection Policy Statement

Technology

The use of mobile telephones and personal cameras or recording devices is strictly prohibited in the learning environment. All staff are asked to put away these devices and store them in lockers provided. Visitors are asked to keep theirs in bags at all times. During school sporting events/performances the taking of photographs/videos by parents/carers is allowed but the images are not to be shared on social media. This message is communicated to audiences at the start of each event.

Appendix 1 – Information for Parents/Carers

Appendix 2 – Letter for Parents/Carers & Parental Permission Form

Appendix 3 – Staff Permission Form

Image Use Policy July 2022 - Appendix 1 – Notice for Parents

The notice on this page will be displayed in the school entrance hall and at school events.



Respect and care for the whole community when taking photographs and videos

Parents, carers and visitors are formally reminded that photographs/videos taken of your children are for personal use only.

Any photographs/videos including children other than your own are not to be shared online and this includes all social media sites.

Sharing images of others online may put our community at risk.

Thank you for your support.



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Hampshire, SP9 7QD
Tel 01980 843 381
Fax 01980 847 877

Headteacher Mrs Karen Ward

Image Use Policy – Appendix 2 - Parental Consent for Images

Dear Parent/carer,

This letter explains why we will need to ask for your consent before we are able to take photographs of your child during their time at Clarendon Infant School. Generally photographs are a source of pleasure and pride. We believe that the taking and use of photographs can enhance the self-esteem of children and their families and therefore is something to be welcomed and appreciated.

We may take photographs for a number of reasons whilst your child is with us, including documenting and recording education activities, recording their learning and development progress and recording and celebrating special events and achievements. We will also encourage children to be active learners, and to become involved in using cameras themselves by taking photos of their surroundings, activities and of each other.

We do however recognise that with the increase use of technologies, particularly digitally and online, the potential for misuse has become greater and we understand that this can give rise to concern. We will therefore endeavour to put effective safeguards in place to protect children and young people by minimising risk.

We are mindful of the fact that some families may have reasons why protecting a child's identity is a matter of particular anxiety. If you have special circumstances either now or at any time in the future which would affect your position regarding consent, please let us know immediately in writing.

We have a specific policy regarding the use of images and also include the safe use of mobile phones and personal devices as part of our online safety policy, which you are welcome to view or take a copy of at any time.

To comply with the General Data Protection Regulations (GDPR) and the Data Protection Act, we need your permission before we can photograph or make any recordings of your child. If your child is old enough to express their own view, you may want to consult with them about categories of consent, and we invite you to use this letter to explore their feelings about being photographed at the setting.

Please read and complete the attached forms and do not hesitate to contact me should you have any queries.

Yours sincerely

Headteacher

School website www.clarendoninfants.com
Email admin@clarendon-inf.wilts.sch.uk



We're working
towards Artsmark
Awarded by Arts
Council England



Image Use Policy – Appendix 2 – Parental Consent Form for Images

This form is valid for the period of time your child attends Clarendon Infant School.

The consent will automatically expire after this time. We will not re-use any photographs or recordings after your child leaves the school without additional consent.

We will not use the personal information or full names (first name and surname) of any child in a photographic image or video on our website, online, in our prospectus or in any of our other printed publications.

If we use photographs of individual children, we will not use the full name of that child in the accompanying text or photo caption. If we name a child in any text, we will not use a photograph of that child to accompany the article.

We may include pictures of children and staff that have been drawn by the children. We may use group photographs or footage with general labels. We will only use images of children who are suitably dressed.

We will discuss the use of images with children in an age appropriate way and to role model positive behaviour.

This consent can be withdrawn by parent/carer at any time by informing Clarendon Infant School in writing.

	Please circle as appropriate
May we use your child's image in displays around the school?	Yes / No
May we record your child's image or use videos for assessments and educational uses within the school? These images or recordings will be used internally only.	Yes / No
May we use your child's photograph/image in our prospectus and other printed publications that we produce for educational and promotional purposes?	Yes / No
May we use your child's image on our website or other electronic communications?	Yes / No
May we record your child's image on webcam for appropriate curriculum purposes?	Yes / No
Are you happy for your child to appear in the media e.g. if a newspaper photographer or television film crew attend an event organised by the setting?	Yes / No
Are you happy for the school to print images of your child to use in children's books and learning journeys?	Yes / No

- I have read and understood the conditions of use and I am also aware of the following:
 - Websites and social media sites can be viewed worldwide; not just in the United Kingdom where UK law applies.
 - The press are exempt from GDPR and Data Protection Act and may want to include the names and personal details of children and adults in the media.
- As the child's parents/guardians, we/I agree that if we/I take photographs or video recordings of our child/ren which include other children, then we will only use these for our personal use.

Name of Child:

Date:

Parent/Carer Name:

Parent/carer's signature:

Image Use Policy – Appendix 3 – Staff Consent Form for Images

The school/setting would like to use your photograph for staff recognition purposes. These images will appear on our notice boards and/or the internet including our school website. To comply with General Data Protection Regulations (GDPR) and the Data Protection Act, we need your permission to use photographs of you. Please answer the question below, then sign and date the form where shown. We will not use the images taken, or any other information you provide, for any other purpose.

The consent can be withdrawn at any time by updating your consent form.

Please return the completed form, even if you have chosen not to give your consent to the headteacher.

	Please circle your answer
May we use your image on displays/noticeboard around the school?	Yes / No
May we use your image on our school website or other electronic communications?	Yes / No
May we use your image in our prospectus and other printer publications that we produce for educational and promotional purposes	Yes / No
Are you happy for your image to appear in the media eg if a newspaper photographer or television film crew attend an event organised by the setting?	Yes / No

Please confirm that you have read and understand the conditions for use, and the notes relating to the principles of the Data Protection Act.

- I confirm that I understand publication of my picture will mean that my picture will be viewable by those with access, alongside my job title and work contact details and I consent to such processing of my personal data.
- I understand that if my picture and details are placed on the website and/or social media channels potentially this will be accessible by anyone in the world with internet access.
- Images must only be used in circumstances where consent has been given. Signed consent must be given for images to appear on the website (which is viewable by potentially anyone), or they cannot be published in this way.
- Under the GDPR and the Data Protection Act your rights include:
 - a) Your consent (to the publication of your photo) can be withdrawn at any time (principle 1 of the Act)
 - b) Your photo will not be used for any other purpose without your further consent (principle 2 of the Act)
 - c) Your personal data will be accurately maintained and kept up to date (principle 4 of the Act)
 - d) Publication of your photo will cease and all electronic copies will be deleted when you leave the setting (principle 5 of the Act)

Name:

Signed:

Date: